

Communications Sub-Group of the Equality and Diversity Council (EDC)

Paper for the 4th February 2014 meeting of the EDC

Communications update for the NHS Equality and Diversity Council

Background

The EDC provides visible leadership on equality and health inequalities issues across health and social care. Its purpose is to shape the future of health and care from equality, health inequalities and human rights perspective and to improve the access, experiences, health outcomes and quality of care for all patients, carers and the workforce.

Communication objectives

- Keeping equality and health inequalities high on the agenda
- Positively position the EDC as a body of influence in promoting equality and tackling health inequalities within the NHS and beyond
- Promote the EDC and how everyone can work together to promote equality and tackle health inequalities
- Improve understanding of how people's differences, cultural expectations and social status can affect their experiences, health outcomes and quality of care and how EDC can help shape that process
- Promoting EDS2 – the refreshed Equality Delivery System for the NHS

Key messages

- This is a new, renewed EDC that is committed to being more transparent as a council, internally and externally and has a wider representation
- The EDC is here to provide visible and robust leadership on equality and health inequalities issues across health and social care
- EDS2 is the tool to help improve equality performance of NHS organisations and make the difference that our patients, the public and the workforce need and deserve
- This is the work we are undertaking / our successes and achievements (to be refined when major milestones are confirmed)

Tactics (detailed tactics and timeline to be developed in the course of the next weeks)

- Promote equality, tackle health inequalities and the work of the EDC via the NHS England website with regular blogs and news stories to keep equality high on the agenda (EDC members to be nominated as guest bloggers, if possible)

- Promote the Equality Delivery System – EDS2 (to commissioners and the wider health system)
- Media support for announcements of major milestones/reports and events
- Regular Tweet support at major meetings/events and workshops in addition to stand alone activities e.g. Twitter workshops to inform the work of the EDC.

Main channels

- Owned channels (NHS News, NHS website, NHS Twitter account, CCG and other bulletins)
- Trade press (HSJ, Third Sector, People Management Magazine, HR magazine)

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